

FEDERAL LIBRARY AND INFORMATION CENTER COMMITTEE

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Capture the Attention of the Federal Information Market: *Ten Reasons to Be a FEDLINK Vendor*

The Federal Library and Information Network (FEDLINK) serves federal libraries and information centers as their purchasing, training and resource-sharing consortium. As the business subsidiary of the Federal Library and Information Center Committee (FLICC) at the Library of Congress, FEDLINK supports FLICC's mission to foster excellence in federal library and information services through interagency cooperation. FLICC has been offering service and guidance to federal library and information centers since 1965, and remains the leader in the federal library community.

Your company wants to reach a broad federal audience with its products and services, but with so many agencies, offices and divisions, it is difficult just to identify prospective customers. As a FEDLINK vendor, you tap into the expertise of federal financial managers, librarians, contracting officers, and customer service representatives to ensure that your federal customers can take advantage of your company's offerings while FEDLINK streamlines the federal purchasing process. Here are just some of the reasons to become a FEDLINK vendor:

1. **Market your services to a variety of federal agencies:** FEDLINK serves over 1,000 federal library and information centers and other federal offices nationally and internationally. You can reach FEDLINK's varied client base at the highest agency levels and at direct service levels through FEDLINK's Online Services Directory, newsletters, information alerts, and library conferences.
2. **Increase your opportunities to participate in the federal acquisition process:** FEDLINK helps you establish a uniform federal pricing format that facilitates purchases by multiple federal agencies and simplifies any required bidding process. Your company can also secure a "best government price" for your products and services which can be cited in non-FEDLINK sales. FEDLINK's Revolving Fund also allows customers extendable end-of-year spending so you can service all of their end-of-year purchases.
3. **Take advantage of centralized procurement services:** FEDLINK reduces the costs associated with finding and bidding on government requests so you can focus your attention on the specific requirements of the customer.

4. **Increase sales volume through simplified purchasing:** FEDLINK's basic ordering agreements allows federal customers to make purchases immediately under pre-established terms, eliminating the need for customers to create their own purchasing vehicles.
5. **Access centralized accounting services:** FEDLINK helps you save staff costs and accounts receivable expenses while eliminating credit collections. Once authorization is received, simply bill FEDLINK for your numerous federal accounts. FEDLINK will assign an account technician who will become familiar with your products and services and be ready to assist you in all your accounts receivable needs. In a recent survey, one FEDLINK vendor reported savings up to \$35,000 per year over the costs to service federal accounts separately.
6. **Improve cash flow with prompt payments:** FEDLINK follows federal payment guidelines making payments within 30 days and transferring funds electronically. Some vendors have saved up to 3 percent on their total sales volume, while other are taking advantage of the potential additional savings from electronic invoicing (with standard electronic data exchange facilities).
7. **Reduce time spent identifying and resolving customers' administrative problems:** FEDLINK's customer services mediate your customers' accounts and billing issues for you through 24-hour online account management, a hotline for customer questions, financial management advisors with specialized federal expertise, federal librarians who offer onsite and telephone consultations, and federal contracting officers.
8. **Increase sales volume on new products and services:** FEDLINK's Online Services Directory is updated nightly with the latest information about your products and services. FEDLINK's *Technical Notes* newsletter and Information Alert series update customers on the latest vendor happenings.
9. **Gain access to a large and varied client base:** FEDLINK's outreach and training activities include vendor demonstrations, classes, week-long events, fairs, Web hotlinks to vendor Web pages.
10. **Forge a marketing niche within the federal information community:** FEDLINK's thirty-year history with federal customers gives you an immediate identity as a federal vendor with your customers and the vendor community.

**For more information,
call Jim Oliver, Vendor Services Coordinator, at (202) 707-4960.**

Visit the FLICC/FEDLINK Web page at www.loc.gov/flicc.